H A V E A

C A M E L

Camel is as good as the sea is wide

BOUNDLESSLY deep is the quality of Camel. Its cool, smooth smoke is as tasty and fragrant, as restful and friendly as an ocean plunge. Modern smokers, educated by experience to the quality of tobaccos, have made Camel their favorite. In worktime and playtime, Camel is the most loyal smoking companion anyone ever had.

The choicest Turkish and Domestic tobaccos tell in the smoking. Expert blending has its part in making Camel the finished masterpiece of cigarettes. In creating Camels no cost or care is too great to make them the fittest and finest, regardless of price.

If you don't yet know Camels, you are invited to complete taste satisfaction. Camel is the smoking friend that will never fail you. It's first in this modern, particular age.

"Have a Camel!"

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, NORTH CAROLINA

Camel

CIGARETTES

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